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VOL. 2—NO. 9

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, January 18, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

PRAISE FOR POLICE

OFFICER WEBSTER

LAUDED FOR EFFICIENCY

IN ROBBERY CASE

In reference to a recent highway robbery case, reported in these columns, when Officer "Herb" Webster, assisted by "Jack" Neumont, caught the culprit within record time by some speedy police work, the following communication is self-explanatory in extolling the local police department:

2760 K street, San Diego.
Editor "The Beach News,"
Ocean Beach, Calif.

Dear Sir: With your permission, I should like to express through the columns of your valued paper, some appreciation of the Ocean Beach police force.

Two or three weeks ago, while walking along Bacon street, my purse was snatched from me by a sailor, who took to his heels and was soon out of sight with his companion. Pursuit proved to be useless, so we notified your Police Department. The next morning's papers reported that the thieves had been caught shortly afterward, and I have since received my purse with all its contents intact.

I should like to thank the Police Department for the efficient manner in which this matter was handled and also to express my appreciation of their work. I certainly didn't expect to see my purse again, nor that the purse-snatchers would be apprehended. Yours truly,

CLARA A. MONRO.

Vote YES next Tuesday

OIL LANDS LEASED

NEAR OCEAN BEACH

Some sixty acres or more of prospective oil lands, in the neighborhood of the well on the shore of Mission Bay, have been leased, it is reported, for the purpose of further oil development. Other acreage in the same locality is said to have been taken off the market, pending the results of present prospecting.

Spratt's DOG Foods and Remedies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W.

NUMBERING HOUSES

THIRTY DAYS' TIME

ANNOUNCED AS LIMIT

BY BUILDING INSPECTOR

A campaign against numberless houses has been instituted by City Building Inspector Oscar Knecht, in accordance with the city building code, requiring that every house in the city should be numbered. It is proposed to give all occupants or owners of business buildings, residences, tent-houses and such structures that are now numberless, just thirty days to comply with the law. After that, it is stated, all violations will be prosecuted.

Numbers are furnished by the city building department at the city hall upon proper description of the premises on which the house is located, which includes number of lot and name of street and subdivision. Only official numbers furnished by the building department are to be recognized.

Kodak Films, FROIDE'S. opp. P.O.*

DR. J. EDWARD CASTIEN

MOVES TO SEFTON BUILDING

Last Wednesday the well-known oculist, Dr. J. Edward Castien, removed his San Diego offices from B street to more commodious and suitable offices in the Sefton building, corner Fifth and C streets, occupying rooms 16 and 17, where he is excellently equipped to serve his patients. Dr. Castien is a loyal resident of Ocean Beach and the job of removing his optical equipment was well entrusted to the Sterling Brothers of Reid's Transfer.

Vote YES next Tuesday

WE CIRCULATE

PICTURE SERVICE
FOR ADVERTISERS
IN THIS PAPER

'Praps you've noticed it! Attracting attention is a vital feature in all methods of advertising, and it is generally conceded that nothing is better for this purpose than pictures, especially in publications.

And we have 'em! Pictures of all sorts and sizes for any kind of business, and a splendid assortment of "cuts" arriving every month direct from the W.N.U. Advertising Service. Boost your business with a PICTURE.

Then, too, we are happy to help you with suggestions in wording and displaying your "ad" to the best advantage for getting results. Phone Point Loma 17 for prompt and satisfactory service.

WE CIRCULATE

SERVICE THAT TELLS

SPECIAL CAR STOP

AT DEL MONTE AVENUE

BY ELECTRIC RAILWAY

The following communication from the head office of the San Diego Electric Railway Company explains itself and the cheerful news will be greeted with great acclamation by many residents of Ocean Beach:

San Diego, Calif., Jan. 11, 1924.
Mr. H. J. Devereaux,
5012 Del Monte avenue,
Ocean Beach, Calif.

Dear Sir: After a thorough investigation of your request of December 18, we have decided to make the stop which you request at Del Monte avenue in Ocean Beach, and have issued a bulletin to the trainmen to that effect.

We wish to thank you for your suggestion and trust that by putting it into effect we will be able to give better service to you and the other people living in the vicinity of Del Monte avenue.

Very truly yours,
E. J. BURNS,
Assistant General Manager.

Amusements



FAMOUS POLA NEGRI

BOOKED IN "THE CHEAT"

AT OCEAN THEATRE

The wonderful dog, Rin-Tin-Tin, divides honors tomorrow night with William Desmond in "Shadows of the North" at the Ocean Theatre.

On Sunday, James Oliver Curwood's "Jacqueline" will be the feature with an especially good comedy. The mid-week attraction next Wednesday and Thursday will be the beautiful and talented Pola Negri, supported by Jack Holt in "The Cheat," with a carefully selected cast. It is styled a knock-out. Don't miss it, and go early.

NEW RADIO SETS

INSTALLED AT BEACH

R. U. Damon, of Faber and Damon, has just installed a fine new radio outfit at the residence of Clifford Harrison on DeFoe street. Special radio equipment has also recently been added to the splendid set in the home of Dr. F. J. Ratty on Cape May avenue.

Vote YES on School Bonds Next Tuesday Vote YES

HOW OCEAN BEACH

WILL GREATLY BENEFIT

BY THE SCHOOL BONDS

Especially timely and very interesting are the following statistics, culled from Supt. Johnson's January bulletin, and furnished for publication in THE BEACH NEWS by Miss Kate Spani, principal of the Ocean Beach Public School:

3,600 pupils of junior high school grades in district.

1,400 now enrolled at Theodore Roosevelt Junior High School.

1,200 now enrolled at Memorial Junior High School.

130 now enrolled at La Jolla Junior High School.

870 pupils of Junior High School grade to be provided for.

206 of these pupils live in Point Loma, Loma Portal, Ocean Beach and Fremont districts and will be provided for in new junior high school at Chatsworth and Voltaire streets.

Adding Senior High School pupils to this district, totals 375.

The San Diego High School District owns ten acres at Loma Portal on Chatsworth boulevard near Voltaire street. This location is considered central for Ocean Beach, Loma Portal, Point Loma and Fremont School districts for a school that will accommodate the seventh, eighth and ninth grades. June 1, 1924, there will be 206 pupils of these grades living in the above named territory.

The distance to the Russ Senior High School for the pupils of the tenth, eleventh and twelfth grades of these same elementary districts is too great and the plans for the new school should make provision for a combined senior and junior high school which will take care of children from the seventh to the twelfth grades inclusive. The total enrollment of the senior and junior high schools for September, 1924, would be about 375.

WHY OCEAN BEACH

NEEDS A HIGH SCHOOL

By Inez Ulbrand (5th Grade.)

Ocean Beach is very much in need of a high school. The school in Ocean Beach is becoming crowded. If more children keep coming there will not be room for them all. The seventh and eighth grades will have to go over to San Diego to a junior high school. If everyone will vote for the bonds we can build the high school. We should vote for the bonds because:

It will save time for the boys and girls.

It will relieve congestion in the elementary school.

It will save money for the parents.

It will save the health of the pupils.

It will improve the school work.

It will make Ocean Beach grow.

CLASS COMPOSITION

By Sixth Grade Pupils

Vote for the School Bonds. It is an opportunity for your children's further education. If these bonds carry, it means a new Junior High School for Ocean Beach.

This will help the children by saving their time and health. An hour and thirty minutes are wasted every day going to and from school. Not only will a new junior high school save time, but it will also give the weaker pupils a better opportunity for an education. The long street car ride has made many children too ill to attend school.

This would also mean a great saving in money for transportation as well as helping the moral influence. Your children will be safer in Ocean Beach than in the crowded streets of San Diego.

A junior high school will mean an increase in the value of property in

your city, because a buyer of property first asks about the schools. If you have a good school, many people will buy property in Ocean Beach, and this will cause a great increase in population.

Vote for the School Bonds.

NATIONAL THRIFT WEEK

OBSERVED IN SCHOOLS

National Thrift Week, which is being observed generally throughout the nation, began yesterday, and will continue for the week ending Wednesday, January 23. Thrift Week will be especially observed in the city school and the school program will be fostered by the San Diego clearing house banks, through the co-operation of Henry C. Johnson, superintendent of schools.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton building, Fifth and C streets.

POISONED CANDY

SCATTERED PROMISCUOUSLY

ABOUT THE BEACH

A number of instances are reported of the finding of pieces of poisoned candy distributed on the streets, in the fields and about private grounds and lawns throughout the beach district. Several dogs have been affected by eating some of the candy and it is feared that children may thoughtlessly become victims. Parents are cautioned to warn their little ones of the danger of picking up candy.

BIRD Seed and Supplies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W.

"ROY" BURKHARDT TAPS

BIG ROOT BEER BARREL

AT HIGHWAY CIGAR STORE

With the finishing touches being applied to his enlarged and newly-named HIGHWAY Cigar Store, next to the postoffice on Newport avenue, "Roy" Burkhardt has added a winning attraction by installing a large, brass-bound modernized root beer barrel, filled with a foaming liquid to satisfy the thirst of all at popular prices.

The double store, with wide windows and a roomy, welcome entrance, has been fitted up with fine fixtures, especially suitable to the display of cigars, tobaccos, confections, periodicals, magazines and newspapers, while a partition partly of ornamental glass, encloses Burkhardt's cigar factory in the rear. The sales department and rest room are adorned with artistic paintings and pier mirrors, the entire effect being decidedly inviting and very commendable.

"Roy" and his right-hand man, "Big Bill" Andrews, deserves great credit for their handiwork in transforming the new Highway Cigar Store into one of the most attractive places at the beach.

Vote YES next Tuesday

ANOTHER FINE SUPPER

NEXT FRIDAY EVENING AT CONGREGATIONAL CHURCH

The ladies of the Congregational Church are making special arrangements for another supper in their splendid series of sumptuous repasts at a very nominal price. Next Friday evening, January 25, has been fixed as the date for the next supper and the hour at six o'clock. Be there on time, and you'll have great cause for rejoicing over the good things that will be set before you.

HALF MILLION FOR WIDENING STATE HIGHWAY

It is announced that over half a million dollars will be spent to widen the state highway from San Diego to the state line, eastward.

AUTO SERVICE FOR VOTERS

Anyone desiring auto transportation to the polls next Tuesday for VOTING, should phone Point Loma 70-W.

SCHOOL BONDS

By Barbara Burdette
6-B Grade

Vote for the bonds for a Junior High.

We won't wait till by and by; Save your child's health, And also your wealth.

Get some people to come here, And we'll be growing from year to year;

All on account of the Junior High, We'll not have to wait till by and by.

Your property price will raise, A new Junior High School pays; So vote, vote for a Junior High, Don't wait till by and by.

Vote YES next Tuesday

MORE ILLUMINATION

TWO ARC LIGHTS

SOON TO BE INSTALLED

IN DARK PLACES

"You never get anything unless you go after it," says that energetic "go-getter" of Del Monte avenue, H. J. Devereaux, who is always to the fore in forwarding some movement for the benefit of his fellow citizens.

Besides being the main-spring in securing a new car stop at the beach, as elsewhere officially noted, Mr. Devereaux is the reliable authority for the announcement that an arc light will very shortly be installed at the intersection of Del Monte avenue and Bacon street. It is also stated that a light is soon to be placed on Del Monte avenue, in close proximity to the cliff, thus spoiling some of the nocturnal parties and powwows frequently held in that section and of which complaint has been often made by neighboring residents.

FOR SALE—Lease and furniture of FRANCES HOTEL and Apartments. Cash or terms. Owner, 2221 Abbott street, Ocean Beach.

O. B. Library



Branch Library the slogan of 1923. "Watch the Ocean Beach Branch Library Grow!" During the year 1923 there were 49,049 books circulated from the Ocean Beach Library. This was more than 4,000 increase over 1922. In December, 1923, exactly 4,648 books were circulated, being 867 more than for the same period the previous year.

The people of the Beach appreciate the additional room with better light and ventilation. We live in the hope that before long Ocean Beach will have a library suitable to its needs and a monumental addition to the beach. Let us all work to that end and support the library in every way.

MARGARET RANKIN, Librarian

Stationery Supplies, Froide's, op. P.O.

"BRAZINE" FIXES IT

"Even the best of aluminum ware will wear out," says Turner B. Kline, with no pun intended. "But we can fix aluminum utensils, guaranteed good as new, in our shop at the Sunset Garage," he adds. It's all done with "Brazine," a new affinity amalgam that fuses with any white metal and work wonders in expert repair work.

HANSEL AND GRETEL

OPERATIC PRODUCTION

FAMOUS OLD FAIRY TALE

FOR SCHOOL CHILDREN

The opera, "Hansel and Gretel," is rapidly progressing toward the finished production which is assured under the direction of Madam de Turczynowicz. Two evening performances will be given on February 8 and 9, and two matinees on February 12 and 16, for the benefit of certain phases of public school music not provided for by the Board of Education. Madam de Turczynowicz is on the staff of Community Service of San Diego under whose auspices the opera will be given.

The cast of principals includes: John L. Morgan, Mme. Essy Bouchard-Irimes, Mrs. Sallie Canady Huff, Dr. Roy Stevenson, Miss Irene Eckis, Mrs. Grace Raymenton and El Nora Rader.

There will be a chorus of children from the public, private and parochial schools, who will play and sing the parts of the children turned into gingerbread by the old witch, and also a chorus of 14 angels.

The orchestra will be entirely professional, conducted by Chesley Mills.

Musically, this opera is very beautiful. The story itself is taken from the old Grimm fairy tale, "Babes in the Wood," which appeals strongly to the children. The opera committee in selecting it, realized that it would be a means of teaching children to appreciate opera, and special arrangements have been made whereby they may head it at reduced rates.

A feature of the educational preparation for the opera is the story telling and dramatization of "Hansel and Gretel." Community Service is sending story tellers in costume to schools, P.T.A. meetings, etc., on request, and costumes and properties will be loaned to any group which wishes to give the play. A simple dramatization of the story, which follows the opera version closely, may be had in mimeograph form without charge, from Community Service Headquarters, 615 Broadway. Copies will be mailed on request, if those wishing them will phone 622-25.

Mrs. A. L. Turner—China painting and firing, 4962 Cape May avenue. Phone Point Loma 68-W-K.

VOTE NEXT TUESDAY

SPECIAL ELECTION FOR

SCHOOL BUILDING BONDS

HIGHLY IMPORTANT

In order that the beach district may show its sincerity toward securing more and better school buildings, it is very necessary that every registered voter should cast a ballot at the special election to be held next Tuesday, January 22. Vote early and advise your neighbor to do likewise.

The bonds for the schools include an appropriation for the proposed Point Loma High School, the site for which has been already selected and is acknowledged to be altogether desirable for students from the beach and bay sections of San Diego.

It is the duty of every citizen to vote on this important issue in order that the bonds may be carried.

It is not compulsory that voters should be registered thirty days before election in order to cast their ballots, as the forthcoming election is in the nature of a primary, and voting may be properly done under the old registration.

Be sure to vote next Tuesday.

Kodak Finishing FROIDE'S op. P.O.*

LUCKY ESCAPE IN

AUTO ACCIDENT

An automobile, driven by Mrs. J. B. Davis, with Mrs. J. J. Ludder as her passenger, became stalled at the top of a steep grade in San Diego last Wednesday, and the machine backed down several hundred feet, snapped off a telephone pole and was wrecked when overturned. Both ladies are residents of Ocean Beach and, fortunately, escaped unhurt.

Don't miss voting next Tuesday.

FLASHLIGHTS

Debt is a funnel, with the large end towards you.

Offentimes the man who loses his head hasn't lost much.

It's easy enough to be cheerful with the other fellow's troubles.

If lung power were wisdom we know some men who'd never lose an argument.

It doesn't take a wife long to discover that there's a lot of the baby left in a grown-up man.

Misery loves company, but we're not sure that the company is pleased with the tale of woe.

If work were always easy and pleasant ability would be out looking for something irksome and difficult to do.

We don't know anything about it but we imagine that the husband of a rich wife has a lot to contend with.

The worst thought about failure is that we are sure it wouldn't happen if we could have the same chance over again.

Now and then we wonder if the grouch really accomplishes anything worth while with the time he saves by being disagreeable.

There will always be a market for automobiles, so long as everybody continues to look forward to the day when he will have one of his own.

APROPOS OF NOTHING

Cultivate hunger and appetite will take care of itself.

Trivial bad habits are usually a form of safety valve.

Worry sometimes becomes so dominating that one would almost welcome disaster.

When a dog lays his head in your lap, it is his way of putting an arm around you.

There are excitable thermometers, and like all of the excitable, they are unreliable.

If you let a boy alone who is fond of his first job, he will work himself nearly to death.

As to auto-suggestion, if it works with extreme deliberation, at any rate, it doesn't cost much.

Adam started the practice of getting a new fall suit, because the autumn leaves were so much prettier.

It is hateful to put one's "heel on the neck of the oppressor," but not so much as to have the oppressor's heel on yours.

LOST LINKS

A cross-eyed oculist.

A chorus girl who can sing.

Soup served without thumbs.

An alligator with false teeth.

What rolls under the bureau.

A chaperon at a poker party.

A hair restorer that restores.

A church choir smoking cigars.

Publicity agents for pickpockets.

Baby carriages in the smoking car.

A hair ribbon on a bobbed-haired girl.

Bootleggers who go into bankruptcy.

Hat check boys without whisk-brooms.

An annual testimonial dinner given by truck drivers to the police force.

FESTUS PESTER

Some men's heads are all skull.

The man who boasts that he has never been kissed usually looks it.

A joke is not a joke when it is told the second time to the same victim.

The wisest of men are often confounded by the utterances of confounded fools.

I do not talk to instruct my fellow men, but merely for the pleasure of hearing my own head roar.

I sometimes feel that I made a sad mistake in not going to the legislature instead of trying to make an honest living—Kansas City Star.

APROPOS OF NOTHING

If repartee is witty it is hard for one to restrain it because it is also impudent.

When one runs for office, he can't complain if people want to know all about him.

There is doubt whether the satisfaction in always speaking out the truth, regardless of place or time, is worth the unpopularity it entails.

SUBSCRIBE NOW

To a Grouch

By Grace E. Hall

Oh! little boy blue, you're a wonderful boy,
If only you'd learn how to play,
If you would be pleasant and kindly and true,
Forgetting yourself for a day,
And if when the game is against you, you'd smile,
And not take your toys and run home, the while—
Why, little boy blue, you could win over Fate,
If you'd learn how to smile—while you wait!

You snatch at the prize ere the race is begun,
You haven't the patience to see
That no man can have what he never has won,
Whatever his merits may be;
There isn't a thing that is worthy of him,
That a real man can't get, if he tries with a vim;
Lay your grievance aside—other boys aren't to blame—
Grow a smile—and get into the game!

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There are several reasons why you can and will enjoy Meat from

CUNDELL'S MEAT MARKET

Only the choicest meats are secured and their goodness is guarded most carefully with the utmost cleanliness and cold storage equipment.

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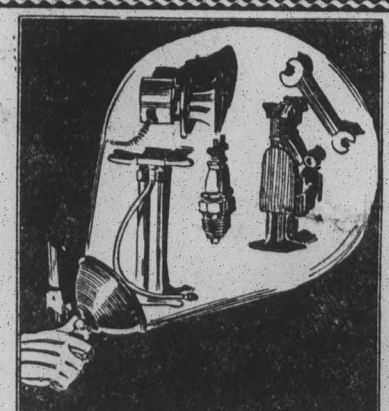
Point Loma 125-J FEED, FUEL and HARDWARE Point Loma 136



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IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

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Once a Customer, Always a Customer.
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Dancing Every Night and Sunday Afternoon—Except Monday

BENBOUGH'S OCEAN BEACH DANCE PAVILION

The Beach News Ballot on Peace Plan

Do you approve the winning plan in substance? (Put an X in the proper box) Yes ☐ No ☐

Name (Please print) _____

Address _____

City _____ State _____

Are you a voter? _____

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342 MADISON AVENUE, NEW YORK CITY

Note: Those interested in expressing fuller opinions are cordially urged to send them on a separate sheet.

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



THE QUITTER

The world won't care if you quit,
And the world won't whine if you fail,
The busy world won't notice it,
No matter how loudly you wail.
Nobility will worry that you
Have relinquished the fight and
Gone down,
For it's only the things that you do
That are worth while and get you
Renown.

The quitters are quickly forgot;
On them the world spends little
Time,
And a few e'er care that you've not
The courage or patience to climb.
So give up and quit in despair,
And take your place back on the
shelf,
But don't think the world's going to
Care,
You are injuring only yourself.

Vote for the School Bonds next
Tuesday.

RECENT ARRIVALS AT

THE FRANCES HOTEL

Among the guests stopping at the Frances Hotel and Apartments have been the following recently: Mrs. Etta Croskey, San Diego; Mr. and Mrs. Leslie Hall and son, Portland, Ore.; Mr. and Mrs. Harry E. Cox, La Jolla, Colo.; Mr. and Mrs. A. D. Piersall, San Diego; Mr. and Mrs. Harley Scott and three children, Ohio; Mr. and Mrs. J. C. Fairchild and daughter, San Diego; Mr. and Mrs. Oscar Moore and baby, U.S.N.; Mr. and Mrs. J. A. McArthur, Wenatchee, Wash.; Mr. and Mrs. H. C. Moore, Los Angeles; Mr. and Mrs. Sanders and daughter, and Mr. Thompson, Wenatchee, Wash.

VISITORS FROM LONG BEACH

Mr. and Mrs. P. J. Quinn, with their four children, Marie, John, James and Kathleen, also Mr. and Mrs. Philip Quinn and two daughters, Lorraine and Peggy, motored down from Long Beach recently on an enjoyable visit to Mr. and Mrs. George Friel and family of 2257 Bolinas avenue.

Little Melvin Ballinger, four-year-old son of Mr. and Mrs. E. E. Ballinger, of 4811 Long Branch avenue, has recovered from a severe attack of intestinal influenza, a distressing disease recently prevalent among children.

Mr. and Mrs. J. C. Storm of Saratoga avenue, accompanied by Mr. Robert Marsden, motored to Los Angeles last Sunday, visiting Mr. and Mrs. Jesse White. Their daughter-in-law, Mrs. White, returned to the beach with Mr. and Mrs. Storm for a visit of a fortnight or so.

Dr. and Mrs. Hyman Lischner entertained with a dinner party recently, at their home on Point Loma, for Dr. and Mrs. W. A. Dewey of Ann Arbor, Mich. Dr. and Mrs. Dewey are returning from a trip around the world.

The Friday Birthday Club will meet today with Mrs. Anna Harrington at her home, 5035 Brighton street, Ocean Beach.

Mr. and Mrs. W. B. McBride of 4753 Brighton avenue, returned from Imperial Valley last week in their new Chevrolet coupe.

C. F. Miller, of 5075 Saratoga avenue, is slowly improving from his recent severe illness, and Mrs. Miller is also getting along very nicely.

William J. Morrison, formerly proprietor of the Newport Cafe, sends word from Petaluma that he is touring in the "land of chickens."

Mrs. Wm. Dougherty and daughter, Weltha, of Niagara avenue, returned last Saturday from an enjoyable trip up north.

Don't forget to vote for the School Bonds next Tuesday.

The many friends of Mrs. Dr. W. B. Leonard of 4676 Bermuda avenue, will be glad to know she is convalescing from her recent serious illness.

Picture Frames. FROIDE'S, opp. P. O.

BURBANK VISITORS

ACCOMPANY THE EULBERGS

ON VALLEY ROUND-TRIP

Mr. and Mrs. Harry Kendig came down from Burbank last Saturday on a week-end visit to Mr. and Mrs. Henry Eulberg of Long Branch avenue. Taking advantage of the prevailing fine weather, the visitors and their host and hostess, with Master Lawrence Eulberg, formed a jolly motoring party on a two-day trip to Imperial Valley, visiting the families of Adam Eulberg and R. W. Munger in Brawley. On their return last Tuesday, the Kendigs left for their Burbank home, happily enthusiastic over their southern journey.

MRS. WHEELER MUCH BETTER

After several weeks of serious illness of bronchial trouble and an attack of the prevalent intestinal influenza, Mrs. Charles M. Wheeler is regaining her health at her home in "Sunset Crest," on Orchard avenue. Her many friends will be glad to know that she will soon be her jolly good self again.

Birthday Cards, Froide's, op. P. O.

MISS WHITE ENTERTAINS

The Prem L'Madgen Club spent a delightful evening at the home of Miss Gladys White on Cabrillo terrace last Friday, January 11. After two or three exciting games of Mah Jongg, refreshments were served. Miss White was assisted by her mother in entertaining the guests.

MRS. NORMA ERICSSON ILL

Last Thursday night Mrs. Norma Ericsson, who superintends the box office at the Ocean Beach Theatre, was stricken with chills while on duty and her condition became so serious she was compelled to return to her home in San Diego. Despite her suffering, Mrs. Ericsson maintained her vigil at the front of the house and pluckily greeted patrons with her cheery smile and a happy word or two, until her husband, Manager Ray Ericsson insisted upon her retiring and being sent home in their car. We wish her a speedy recovery.

HONEYMOON VISITORS

Mr. Andrew McCoy and his bride, formerly Miss Thelma Louise Allen, both of Imperial Valley, near Mexicali, came to Ocean Beach on their honeymoon trip, visiting Mr. and Mrs. E. G. Isom of 2151 Ebers street. Mr. and Mrs. McCoy were married January 4, and have their home in the Valley.

ILLNESS CAUSES POSTPONE-MENT

On account of the illness of Mrs. Charles H. Peltcher a party composed of Eastern Star ladies, who had planned to attend the Southern Star Chapter 96, O. E. S., last night, was postponed until a further date. The ladies who had arranged to go were Mrs. C. Slaughter, Mrs. Robert J. Sterling, Mrs. Anna Clarke, Mrs. Turner B. Kline, Mrs. David R. Cobb, Mrs. Charles H. Peltcher and Mrs. Kirk Smith, ("Our Katherine").

Mr. and Mrs. Earl Haas, of the Ocean Beach Feed and Fuel Co., entertained at dinner last Sunday, Mr. and Mrs. W. Sandbrook and Mrs. Carl Christenson. The ladies named are sisters of Mrs. Haas.

Vote "yes" on the School Bonds at the election next Tuesday.

Mr. and Mrs. E. J. Olson of 4858 West Point Loma boulevard, motored to Holtville last Friday to attend Mrs. Olson's mother, who is seriously ill. Mr. Olson returned last Sunday, while Mrs. Olson will remain with her mother until she is out of danger.

Mrs. J. O. Klindt and little son, Claude, of Alberta, Canada, arrived last Sunday to visit her mother, Mrs. Jaagust, of 4860 Niagara avenue.

Save your appetite for the delicious supper, which will be served by the ladies of the Congregational Church, next Friday evening, January 25, and be sure to be there at 6 o'clock.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

SUNSET CREST

(Highest Point of Sunset Cliffs)
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Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

Phone Pt. Loma 46-J Sunset Cliffs

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MISSION BEACH
PACIFIC BEACH
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All job printing by "The Beach
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with the Franklin Price List, our
prices for standard printing being
precisely the same as any Union of-
fice in the city. Quality and service
unexcelled. Give us a trial. Phone
Point Loma 17.

REGISTERING VOTERS

Mrs. H. Girard, of 4727 Brighton
avenue, is making a house to house
canvass in Ocean Beach for the pur-
pose of registering voters. In order
to vote at the forthcoming election it
is necessary that every voter should
get their name on the registration
books, under the new law. Mrs.
Girard wishes it known that she will
register anyone missed if they will
call at her home evenings.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach,
California
Phone Point Loma 17

KIRK SMITH Editor-Owner
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"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, January 18, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

MICKIE SAYS—

WHUP! EXCUSE ME FER FAINTIN'
LIKE THIS, FOLKS, BUT A FELLER
JEST SAID HE THOUGHT WE
WUZ DOIN' BETTER WITH 'TH'
PAPER THAN HE COULD DO
HIMSELF!

OFFICIAL RECOGNITION
GRANTED "THE BEACH NEWS"

AS LEGAL NEWSPAPER

In Superior Court, Part 2, on Fri-
day, January 4, "THE BEACH
NEWS" was legalized as an official
city and county newspaper of general
circulation. The petition for recogni-
tion was officially granted by Judge
Carey upon due application by the
editor and publisher, Kirk Smith, rep-
resented in the proceedings by At-
torney Robert Hamilton of the law firm
of Hamilton and Lindley, with offices
in the Union building.

Picture Frames, Froide's, opp. P.O.*

Truly Miraculous Escape.

A miraculous escape from death, or
at least serious injury, befell a five-
year-old boy while traveling through
Armitage, a few miles from Lichfield,
in the Manchester to London express.
The boy was being held on his father's
knee when suddenly the carriage door
flew open and before the startled
parents could do anything the little
chap had slid from his father's knee
and disappeared out of the door. The
train was traveling at nearly sixty
miles an hour; they pulled the com-
munication cord, and two minutes
later the train came to a standstill.
The boy was found by the side of the
track. He had only three slight
wounds on the head and arms, and was
able to continue the journey after
medical attention.

Castle Built From Rubbish.

Mr. Thomas Kemp, an inventor, has
built a model castle out of old bed-
steads, gas lamps, and china in his
garden at Abbey Wood, London. It is
a perfect miniature of Leeds castle,
Maidstone, 20 feet wide, with two tow-
ers 9 feet 10 inches high. The door is
grained to represent 200-year-old oak,
and there are twenty-five stained-
glass windows.

A church tower, near a dome made
from an oilstove, will have a small set
of tubular bells.

The front of the castle and most
walls are studded with colored granite,
rock, stone, raw glass, china and coral.

Classified Ads Get Quick Results.

It's Not Far to a FABER Store

Faber's O. B. Grocery

The Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

Choicest Fresh Meats and Poultry — Fruits and Vegetables
Candies, Nuts and Crackers — Pure Staple Food-Stuffs

It's Not Far to a FABER Store

Aluminum Ware Repairing
GUARANTEED

Aluminum Ware Repaired Like New
at the SUNSET GARAGE
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For A GOOD
SMOKE

TRY AN

O.B. SPECIAL

5 Cts. Straight, Hand-Made

—at the—

HIGHWAY CIGAR STORE

(Wholesale and Retail)

5026 Newport Avenue

Next to Ocean Beach Postoffice

NICKLIN MICKS 'EM

"Our climate does not differ so
much from that of Los Angeles, but
we can trace the success of rivals to
energetic industrial policy, the es-
tablishment of thousands of factories
and industries, while San Diego has
been content to be the playground
of the idler and the sanitarium of the
tired and the retired."—San Diego
Mining and Oil News.

THE FUTURE OF RADIO

C. Francis Jenkins of Washington,
before Thomson Radio Club at Gen-
eral Electric Co., Lynn plant, pre-
dicts as a development in the near
future the sending of photographs
by radio so that they will be repro-
duced on the receiving end as clearly
as "cuts" now printed in newspapers
and magazines.

SMOKE STACKS AND PAY ROLLS

"Let's hope the Publicity Commit-
tee will wake up to the fact that
San Diego citizens can't live on cli-
mate and flowers alone. Try an
S. O. S. call for factories, cement
plant, cotton mill, soap factory—
something real," says T. G. Nicklin,
in the San Diego Mining and Oil
News.

TELEPHONING EUROPE

Using the telephone to call up a
friend in Europe is one of the prom-
ised developments of a combination
of radio and telephone. To engi-
neers interested in telephone and
radio development the mechanical
problem is merely one of working out
details. They say that the chief ob-
stacle in the way of practical inter-
continental use of the telephone in
business is the five-hour difference
in time. But that, from the stand-
point of the business men or other
persons to be accommodated, is just
another matter of adjusted details.

BONDS FOR BROKERS

SELLING SECURITIES

A warning has been issued to the
public by the State Corporation Com-
mission, calling attention to the new
law requiring either a surety or cash
bond of \$5,000 from all brokers in
this state handling stocks and bonds
or other securities for sale. It is
suggested that a demand be made
by investors for such salesman's per-
mit as a protection from unscrupu-
lous brokers.

SPEND YOUR DIMES AND
DOLLARS AT HOME

BASEBALL SCHEDULE

Northern County League

The recently organized Northern
and Southern San Diego County
Baseball Leagues will begin their
winter schedule next Sunday, Ocean
Beach being booked for Escondido,
where a great game is promised.

The withdrawal of the Marines,
owing to service regulations, leaves
a vacancy in the Northern League,
which is to be filled later. Both
leagues are under one management,
and were originally divided into six
teams each.

Following is the schedule drawn
up for the Northern County League:

Jan. 20.—Ocean Beach at Escondi-
do. Neighborhood House at Carls-
bad. Chollas Valley, bye.

Jan. 27.—Neighborhood House at
Escondido. Carlsbad at Chollas Val-
ley. Ocean Beach, bye.

Feb. 3.—Neighborhood House at
Ocean Beach. Chollas Valley at Es-
condido. Carlsbad, bye.

Feb. 10.—Ocean Beach at Carls-
bad. Neighborhood House at Chollas
Valley. Escondido, bye.

Feb. 17.—Carlsbad at Escondido.
Chollas Valley at Ocean Beach.
Neighborhood House, bye.

Feb. 24.—Escondido at Ocean
Beach. Neighborhood House at
Carlsbad. Chollas Valley, bye.

March 2.—Neighborhood House at
Escondido. Chollas Valley at Carls-
bad. Ocean Beach, bye.

March 9.—Neighborhood House at
Ocean Beach. Escondido at Chollas
Valley. Carlsbad, bye.

March 16.—Carlsbad at Ocean
Beach. Neighborhood House at Chol-
las Valley. Escondido, bye.

March 23.—Escondido at Carls-
bad. Ocean Beach at Chollas Valley.
Neighborhood House, bye.

CHULA VISTA BUNCH

FORFEIT SUNDAY GAMES

It was a happy-go-lucky hodge-
podge on the local ground last Sun-
day afternoon when the Chula Vista
team, on their first visit to the beach,
forfeited the games to the home
guards in the final half of the ninth
inning. The sky-rockets went up
when a trio of the visitors stalked
off the grounds, protesting against a
first-base decision made by the um-
pire. With the score 6 to 5 in favor
of the Chula Vista bunch, two men
out and a Beachite on second, the
umpire called an O.B. runner safe at
first base, and then the fireworks
started. The sputtering could have
been heard almost to the ocean, while
the C.V. visitors forfeited the game,
9 to 0.

"Readers" Reap Rich Rewards.

CLASSIFIED ADS

ONLY A DIME A LINE
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Rates, 10 cents per line, averaging 5
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SEWING MACHINES repaired.
\$2, at —; guaranteed; fac-
tory expert. HICKMAN, Phone Main
2891, care Hazard-Gould, Union Bldg.

LAWN MOWERS sharpened, ad-
justed, \$1. HICKMAN, Phone Main
2891, care Hazard-Gould, Union Bldg.

FOR RENT—Three 5-room mod-
ern houses, furnished for two people;
no dogs; \$30, with garage. D. C.
Crosby. Phone: Pt. Loma 214-J.

FOR SALE —Furnished five-
room house; three beds, electric
washer. \$2000. Terms, 4851 Del-
monte avenue.

WANTED—A gentleman or lady,
desiring board and room in a quiet
place. Apply, 1420 Ebers street.

FOR SALE—Fertilizer, at 4860
Niagara avenue. J. A. Jacquot.

FOR SALE CHEAP—Thirty-one
good fence posts, 6 ft.; bargain, \$12.
Apply 4851 Newport avenue.

WHY PAY RENT? We build to
suit. All kinds of CARPENTER work
done by day or contract. Miller &
Pickard, call Pt. Loma 70-J.

WANTED—Gravel and dirt haul-
ing, leveling, and plowing; vacant
lots cultivated and fenced; outdoor
job work of all kinds at the Beaches.
Reasonable charges. See or write
NEIL MORRISON
— 4519 Bermuda Ave., Ocean
Beach. Phone Pt. Loma 17.

America's Marvels
NATURAL AND OTHERWISE

By T. T. Maxey

THE AMERICAN SPHINX

Set high above the shimmering
waters of the picturesque Rock river
on the shoulder of a huge bluff near
Oregon, Illinois, ninety-nine miles (by
rail) from Chicago, and looking out
over a country that is indeed good to
look upon, is the colossal statue of the
Indian Chief, Blackhawk—the largest
concrete monument in America, if not
in all the world—the American Sphinx.

This statue is the endearing tribute
of the sculptor, Lorado Taft, to the
American Indian. It depicts the fa-
mous chief standing erect, with folded
arms, garbed in a long, flowing robe or
blanket, which folds gracefully about
the figure, gazing silently and in fare-
well attitude o'er the fertile valley
which the members of his tribe were
wont to roam.

The attention-inviting location and
pleasing proportions of this mute fig-
ure lend to its bigness a nobleness of
poise that is in complete accord with
the courage displayed in the counte-
nance of this splendid warrior.

This American sphinx rises from a
huge concrete pedestal which rests
upon the solid rock of the river bluff
and weighs something like 300 tons.
In its construction approximately 400
barrels of cement and 4,000 pounds of
twisted reinforcing steel rods were
used.

The subject was so unique and the
construction so unusual that peculiar
methods were of necessity called into
play. These methods and their appli-
cations excited extraordinary atten-
tion.

In order to insure the preservation
of correct proportions a working
model six feet in height was made.
This model was then enlarged seven
times. Then a mold was built over it.
Afterward the model inside of the
mold was dismantled and removed.
Then the mold was filled with con-
crete. Pink granite dust or screenings
was mixed with the concrete. This
process gave to the finished figure a
granite-like appearance. This mass was
next allowed to set. After the setting
process had terminated, the mold was
razed and carried away and to there
emerged and stood in all its glory an
everlasting memorial to the passing of
the Red Man—the American Sphinx.
(© 1922, Western Newspaper Union.)

Mention of The Beach News to our
advertisers will be appreciated.

Classified Ads Get Quick Results.

Religious Notes

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Morning topic—"Prayer and Pow-
er," being the second in a series on
"Prayer."

Evening topic—"The Place of the
Cross of Today."

UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning serv-
ice held at 5006 Niagara avenue.

PACIFIC BEACH
Community League

Organized to Advance the Best
Interests of Pacific Beach

H. A. HODGE, Chairman
CARL S. CLARK, Vice-Chairman
FRED L. BROPHY, Secy.-Treas.

Regular meetings every first and
third Monday evening at P. B.
Reading Clubhouse.

PACIFIC BEACH PRESBYTERIAN
CHURCH

A Community Church, Where All De-
nominations Are Welcome.
Rev. J. W. Miller, Pastor, 1828 Mis-
souri Ave., Pacific Beach.

Sunday school, 9:45 a. m., preach-
ing, 11 a. m., Christian Endeavor, 7
p. m. Ladies' Aid and Missionary
Societies, last Tuesday of each
month.

if it's in the line of
PrintingFrom a Visiting Card
to a Poem

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Room.
Mrs. Parmelee's station News-
stand.

WE CIRCULATE

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

SYNOPSIS

CHAPTER I.—Jennie Woodruff contemptuously refuses to marry Jim Irwin, young farm hand, because of his financial condition and poor prospects. He is intellectually above his station, and has advanced ideas concerning the possibilities of expert school teaching, for which he is ridiculed by many.

CHAPTER II.—More as a joke than otherwise Jim is selected as teacher of the Woodruff district school.

CHAPTER III.—Jim, in his new position, sets out to make staunch friends of his pupils, especially two boys, Newton Bronson and "Buddy" Simms, the latter the son of a shiftless farmer. Colonel Woodruff, Jennie's father, has little faith in Jim's ideas of improving rural educational methods. He nicknames him the "Brown Mouse," in illustration of an anecdote.

The First Day of School.

Jim Irwin was full of his Emerson's "Representative Men," and his Carlyle's "French Revolution," and the other old-fashioned, excellent, good literature which did not cost over 25 cents a volume; and he had pored long and with many thrills over the pages of Matthews' "Getting On in the World." His view of efficiency was that it is the capacity to see opportunity where others overlook it, and make the most of it.

All through his life he had had his own plans for becoming great. And all the time he was bare-footed, ill-clad and dreamed his dreams to the accompaniment of the growl of the plow cutting the roots under the brown furrow-slice, or the whooshing of the milk in the pail. At twenty-eight, he considered these dreams over.

As for this new employment, he saw no great opportunity in it. He went into the small, mean, ill-paid task as a part of the day's work, with no knowledge of the stirring of the nation for a different sort of rural school, and no suspicion that there lay in it any highway to success in life. He rather wondered why he had allowed Jennie's sneer to sting him into the course of action which put him in this new relation to his neighbors.

But, true to his belief in honest, thorough work, like a general preparing for battle, he examined his field of operations. His manner of doing this seemed to prove to Colonel Woodruff, who watched it with keen interest as something new in the world, that Jim Irwin was possibly a Brown Mouse. But the colonel knew only a part of Jim's performances. He saw Jim clothed in slickers, walking through rainstorms to the houses in the Woodruff district, as greedy for every moment of rain as a haymaker for shine; and he knew that Jim made a great many evening calls.

But he did not know that Jim was making what our sociologists call a survey. For that matter, neither did Jim; for books on sociology cost more than 25 cents a volume, and Jim had never seen one. However, it was a survey. To be sure, he had long known everybody in the district, save the Simmses—and he was now a friend of all that exotic race; but there is knowing and knowing.

He now had note-books full of facts about people and their farms. He knew how many acres each family possessed, and what sort of farming each husband was doing—live stock, grain or mixed. He knew about the mortgages, and the debts. He knew whether the family atmosphere was happy and contented, or the reverse. He knew which boys and girls were wayward and insubordinate. He made a record of the advancement in their studies of all the children, and what they liked to read. He knew their favorite amusements. He talked with their mothers and sisters—not about the school, to any extent, but on the weather, the horses, the automobiles, the silo-filling machinery and the profits of farming.

Really, though Jennie Woodruff did not see how such doings related to school work, Jim Irwin's school was running full blast in the homes of the district and the minds of many pupils, weeks and weeks before that day when he called them to order on the Monday specified in his contract as the first day of school.

Con Bonner, who came to see the opening, voiced the sentiments of the older people when he condemned the school as disorderly. To be sure, there were more pupils enrolled than had ever entered on a first day in the whole history of the school, and it was hard to accommodate them all. But the director's criticism was leveled against the free-and-easy air of the children. Most of them had brought seed corn and a good-sized corn show was on view. There was much argument as to the merits of the various entries. Instead of a language lesson from the text-book, Jim had given them an exercise based on an examination of the ears of corn.

The number exercises of the little chaps had been worked out with ears and kernels of corn. One class in arithmetic calculated the percentage

of inferior kernels at tip and butt to the full-sized grains in the middle of the ear.

All the time, Jim Irwin, awkward and uncouth, clad in his none-too-good Sunday suit and trying to hide behind his Lincolnian smile the fact that he was pretty badly frightened and much embarrassed, passed among them, getting them enrolled, setting them to work, wasting much time and laboring like a heavy-laden barge in a sea-way.

"That feller'll never do," said Bonner to Bronson next day. "Looks like a tramp in the schoolroom."

"Weir'n' his best, I guess," said Bronson.

"Half the kids call him Jim," said Bonner.

"That's all right with me," replied Bronson.

"The room was as noisy as a caucus," was Bonner's next indictment, "and the flure was all over corn like a hog-pen."

"Oh! I don't suppose he can get away with it," assented Bronson disgustedly, "but that boy of mine is as tickled as a colt with the whole thing. Says he's goin' reg'lar this winter."

"That's because Jim don't keep no order," said Bonner. "He lets Newt do as he pleases."

"First time he's ever pleased to do anything but deviltry," protested Bronson. "Oh, I suppose Jim'll fall down, and we'll have to fire him—but I wish we could get a good teacher that would git hold of Newt the way he seems to!"

CHAPTER V

The Promotion of Jennie.

If Jennie Woodruff was the cause of Jim Irwin's sudden irruption into the educational field by her scoffing "Humph!" at the idea of a farm-hand's ever being able to marry, she also gave him the opportunity to knock down the driver of the big motorcar, and perceptibly elevate himself in the opinion of the neighborhood, while filling his own heart with something like shame.

The fat man who had said "Cut it out" to his driver, was Mr. Charles Dilly, a business man in the village at the extreme opposite corner of the county. Mr. Dilly was a candidate for county treasurer, and wished to be nominated at the approaching county convention. In his part of the county lived the county superintendent—a candidate for renomination. He was just a plain garden or field county superintendent of schools, no better and no worse than the general political run of them, but he had local pride enlisted in his cause, and was a good politician.

Mr. Dilly was in the Woodruff district to build a backfire against this conflagration of the county superintendent. He expected to use Jennie Woodruff to light it withal. That is, while denying that he wished to make any deal or trade—every candidate in every convention always says that—he wished to say to Miss Woodruff and her father, that if Miss Woodruff would permit her name to be used for the office of county superintendent of schools, a goodly group of delegates could be selected in the other corner of the county who would be glad to reciprocate any favors Mr. Charles J. Dilly might receive in the way of votes for county treasurer with ballots for Miss Jennie Woodruff for superintendent of schools.

Mr. Dilly never inquired as to Miss Woodruff's abilities as an educator. That would have been eccentric. Miss Woodruff never asked herself if she knew anything about rural education which especially fitted her for the task; for was she not a popular and successful teacher—and was not that enough? So are the officials chosen who supervise and control the education of the farm children of America.

When Jim Irwin started home from putting out his team the day after his first call on the Simms family, Jennie was waiting at the gate to be congratulated on her nomination.

"I hope you're elected," Jim said, holding the hand she had extended; "but there's no doubt of that."

"They say not," replied Jennie; "but father believes in working just as if we didn't have a big majority for the ticket. Say a word for me when on your pastoral rounds."

"All right said Jim, 'what shall I say you'll do for the schools?'"

"Why," said Jennie, rather perplexed, "I'll be fair in my examinations of teachers, try to keep the unfit teachers out of the schools, visit schools as often as I can, and—why, what does any good superintendent do?"

"I never heard of a good county superintendent," said Jim.

"Never heard of one—why, Jim Irwin!"

"I don't believe there is any such thing," persisted Jim, "and if you do no more than you say, you'll be off the same piece as the rest. Your system won't give us any better schools than we have—of the old sort—and we need a new kind."

"Oh, Jim, Jim! Dreaming as of yore! Why can't you be practical! What do you mean by a new kind of rural school?"

"It would be correlated with rural life. It would get education out of the things the farmers and farmers' wives are interested in as a part of their lives."

Jennie looked serious, after smothering a laugh.

"Jim," said she, "you're going to have a hard enough time to succeed in the Woodruff school, if you confine yourself to methods that have been tested, and found good."

"But the old methods," urged Jim, "have been tested and found bad. Shall I keep to them?"

(Continued next week)

FARMERS PAYING EXCESSIVE RATES

Spend Millions Needlessly for Interest on Store Credit, Says Department of Agriculture.

BANK RATES THE LOWEST

Department Urges Thrift, Industry and Reliability on Farmers to Win Credit Standing—Bankers Asked to Help.

The cost to farmers of credit from stores is more than 25 per cent when calculated on the basis of a yearly interest rate, while banks charge little more than 6 per cent, says the official report of the Department of Agriculture on its recent survey of farm credit in North Carolina.

"Farmers would profit greatly if they could place themselves in position to borrow from banks and pay their bills with cash," the report continues. "Merchants would be benefited, since they could then give their attention strictly to merchandising and avoid the risk of loss which they now assume. Bankers would also profit, due to the resulting improvement in farmers' financial condition and the increased business which these farmers would give the banks."

A Matter of Habit

Discussing the question as to why farmers rely on store instead of bank credit, the report says that many do so out of habit and do not realize how high the cost of the store credit is.

"There are others, however, who cannot obtain credit from banks," it goes on. "This is often due to the fact that no contact has been established and the farmer's credit rating has not been determined. Banks prefer character and general business ability over any tangible security in making loans. A REPUTATION FOR THRIFT, INDUSTRY AND RELIABILITY IS THE BEST POSSIBLE ASSET FOR A MAN WANTING CREDIT."

"The first step in giving farmers better credit is to build up better contacts. This will require co-operation of county agents, farm organizations and the bankers themselves. But the banks cannot do it all. Effort toward a better acquaintance is necessary on the part of farmers. Frankness regarding their business affairs is essential."

The large part credit cost plays in agricultural conditions is pointed out by the department's report, which says North Carolina farmers contract debts amounting to more than \$200,000,000 annually, and therefore a difference of only 1 per cent in the average interest rate would affect the net income from agriculture there approximately \$2,000,000 each year. More than half the farmers in the areas investigated relied on merchandise advances, and the total merchant credit was nearly three times the short-term bank credit.

High Interest Rates

"The average interest rate charged for merchant credit was 22.3 per cent," the survey reveals. "Credit from local stores was the most expensive, costing an average of 26.6 per cent. Landlords came next in order, with a rate of 21.5 per cent. Factories and their agents are much lower, with rates of 14.2 and 17.0 per cent respectively."

"Fertilizer and 'living expenses' are the chief purposes for which merchant credit is extended. Stores apparently handle more of such business than all other agencies combined, while banks carry less than one-sixth of the total. That the farmers fail to obtain needed short-term credit direct from banks constitutes a handicap to agriculture in North Carolina, since the rate on such loans is materially lower than on short-term loans from all other sources."

Turkey Chose Odd Nest.

A Kansas farmerette whose turkey was not laying eggs where it should, decided to find its nest and followed the bird down a pasture, where she lost sight of it. The farmerette saw a large hawk hovering a little ahead and continuing on suddenly saw the turkey flapping its wings to keep the hawk from a prairie chicken's nest. There was one turkey egg with fifteen prairie chicken eggs in the nest, over which a comparatively tame prairie hen was sitting.



BOTH BOUND FOR SAME PLACE
He: Your extravagance is driving me crazy.
She: And your stinginess is driving me insane.

A Diet of Metals.

A young woman of twenty-seven has had removed from her stomach seventeen keys, two coins, three safety-pins, one button, one engineer's split-pin, and one pencil sharpener. After several operations she made a rapid recovery.

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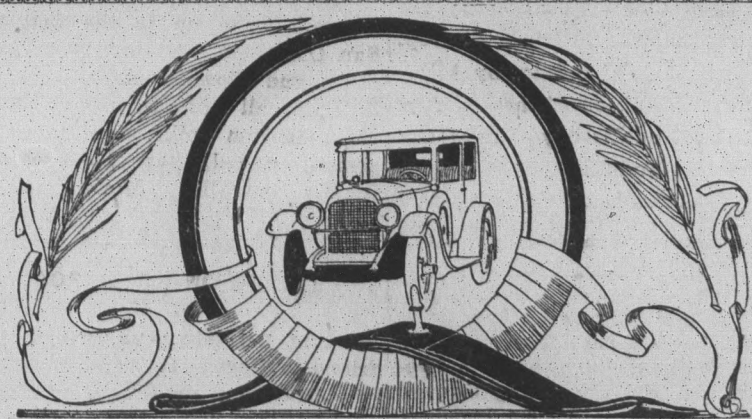
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Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Postmaster—C. K. Maupin.
Chief Janitor City Hall—J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem. Secretary, G. H. Steverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Grandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Celia A. Dunham, Dr. Mary E. Ritter. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Huga Klaber, J. F. Howard, Jr. Superintendent of Parks—J. G. Morley.
Executive Secretary, T. Faulconer.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Athes H. Warren.

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Weston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Perry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Township)—Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

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